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Fractured Ankle Leads to Formation of
Lankford Custom Homes

Lankford Custom Homes | Dickinson, Texas



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By Kathy Bowen Stolz

As a young man growing up in Galveston County, Nick Lankford was known as a talented baseball player ... so talented that his dream of becoming a professional baseball player seemed realistic. He had a plan to make baseball his career and was following that plan to get to the big leagues. But going pro wasn't in the cards for Nick, although his baseball talents and the resulting scholarships did help him get through college.

"All I ever dreamed of and worked toward was baseball. I didn't have a back-up plan," he admitted.

Baseball did, however, help create in him a very strong work ethic, which has proven to be just as valuable as throwing and batting.

His dad, a college professor, suggested Nick consider construction as a career after Nick said he would prefer a job where he could be outside, be on his feet and interact with people. The career advice paid off. Nick graduated from the construction technology course at Texas State University with a bachelor's degree in 2004.

With the option of pursuing commercial, residential or industrial building, Lankford chose residential building because he knew early on that he wanted to own his own business and that seemed a more viable option as a residential builder.

Founder and president of Dickinson-based Lankford Custom Homes, he likes owning his own business because "I answer to myself and make my own schedule. I didn't want to get stuck in corporate America. I'm a very hard worker and I wanted to put all of my hard work into my own pocket."

After a few years working as a field superintendent for Beazer Homes and Wilshire Homes, he was ready to begin building his own speculative homes. He established Lankford Custom Homes in February 2006 as a side business and then went 100 percent on his own in 2008.

Born and raised in Galveston and having name recognition from being a well-known baseball player helped when he was getting started. Despite the national economic



downturn at that time, “2008 was the best time in this area to start a company because that’s when Hurricane Ike hit. It came inland at Galveston. I did a lot of remodels after Hurricane Ike and generated \$3 million in business in the first year and a half.”

Although he prefers to build pre-sold and speculative homes, after Hurricane Harvey landed in 2017, he focused on remodels once again.

He typically builds homes in the greater Galveston area, including Galveston, Dickinson, League City, Friendswood, Santa Fe and more. He stays in that area because he’s so busy without expanding his market area.

Most of Lankford’s homes range from \$300,000 to \$1 million and start at 2,500 sq. ft. He builds all types of homes – beach, ranch, whatever. During the last year and a half he built 10 town homes, but he usually builds two or three custom spec homes each year.

“I like to make every house I build nicer than the last. I

keep up with the newest and best of everything, but I steer customers away from things that are out of date or will be out of date soon. I steer them toward things that are more timeless and will make their houses nicer,” Lankford stated. “Nine out of 10 homeowners say, ‘That’s a great idea’ when I recommend something.”

His customers are often homebuyers in their 30s and 40s with children who are building their second or third homes. Others are retirees who are building their dream homes.

He encourages all of his buyers to consider make their homes accessible for aging in place with 3-foot doorways and sunken showers. “Even if they don’t need these features, a future owner may. It’s a good sales point [for the future]” because there’s a demand. When he was working as a field superintendent for Wilshire Homes in the Tuscan Lakes master plan community, he saw that the 55+ neighborhood sold first.

Because Nick doesn’t have any staff, he refers customers to local architects and designers. He also suggests customers



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check out www.architecturalplans.com as a good starting point to help them define and develop their ideas. Visiting this website “can save a lot of time and money. I’ve been doing this [building] long enough that I can look at plans and see where they [his customers] might want to make changes.”

Lankford said he allows his customers to make changes without penalty during the framing process because that’s when they realize how to make their homes more functional. “Homeowners always make changes. We just need to catch them up front before we get too far along so it won’t cost any extra money to make the change.”

He noted, “When customers hire my company, they’re getting a true custom build.

What sets me apart as a builder is that I give the customer special attention. My customers are dealing with the owner directly when they hire me, so there’s no confusion in communication between a superintendent and the builder.”

He added, “I like to do a complete package, a turnkey type of deal. I will handle the landscape and pool construction too. My customers can deal with me on everything.”

In fact, he has a sister company for pool construction, Lankford Custom Pools.

On Lankford’s radar is developing a neighborhood where he can focus on building his own spec houses. And likely to



be selling those homes is his wife, Allison Lankford, who is a realtor as well as the purchasing manager for Lankford Custom Homes.

On Nick’s personal side, it’s no surprise that this almost-professional athlete enjoys going to the gym, working out at least once a day. He also enjoys snow skiing in Colorado and New Mexico, scheduling trips twice a year with a group of long-time friends and with his nine-year-old daughter Coley and his wife.

Although Nick Lankford did not realize his childhood dream of becoming a professional baseball player, he’s happy as a builder, working in the outdoors, doing physical activity and interacting with people. Better yet, along the way he’s made the dreams of many of those people come true!



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